

(GMP REPRESENTATION AND SUPPORTING DOCUMENTATION)

**From:** Alan Isherwood <Alan.Isherwood@gmp.police.uk>

**Sent:** 04 January 2023 08:24

**To:** [REDACTED]

**Cc:** Central Licensing <CentralLicensing@gmp.police.uk>

**Subject:** RE: OBJECTION FROM GMP - LPA 280605/HH1: Go Local, 210 Wilmslow Road, Manchester, M14 6LF

Hi [REDACTED]

We will refer to the document 'Review of the Impact of Licensed Premises in Fallowfield – Consultation Analysis' which is the evidence used by MCC when the decision was made to implement the Special Policy. I have attached a copy of this document.

Kind Regards

Alan

**From:** [REDACTED]

**Sent:** 03 January 2023 09:20

**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>; [REDACTED]

[REDACTED]

**Cc:** alan.isherwood <alan.isherwood@gmp.police.uk>; GMP Licensing <centrallicensing@gmp.police.uk>

**Subject:** RE: OBJECTION FROM GMP - LPA 280605/HH1: Go Local, 210 Wilmslow Road, Manchester, M14 6LF

Hi Alan,

Thanks for your rep.

Could you please provide me with the evidence the police will be relying on to support their objection?

Thanks,

[REDACTED]

**From:** Premises Licensing <Premises.Licensing@manchester.gov.uk>

**Sent:** 02 January 2023 22:59

**To:** [REDACTED]

**Cc:** alan.isherwood <alan.isherwood@gmp.police.uk>; GMP Licensing <centrallicensing@gmp.police.uk>

**Subject:** OBJECTION FROM GMP - LPA 280605/HH1: Go Local, 210 Wilmslow Road, Manchester, M14 6LF

Dear [REDACTED]

Please find attached a representation as above. I've copied PC Isherwood who submitted the representation in on this email.

Kind regards, [REDACTED]

Premises Licensing  
Growth and Development  
Manchester City Council  
Level 1 Town Hall Extension

**Manchester City Council  
Report for Resolution**

**Report to:** Licensing Policy Committee – 21 January 2013

**Subject:** Review of the Impact of Licensed Premises in Fallowfield – Consultation Analysis

**Report of:** The Strategic Director of Neighbourhood Services

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**Purpose of Report**

This report presents the Committee with the results of the public consultation on proposed special policies in areas of Fallowfield, Old Moat, Withington and Levenshulme wards, and requests the Committee to consider whether any such special policies should be recommended to Full Council to be adopted.

**Recommendations**

The Committee is asked to:

1. Consider the proposed policy approaches detailed in Section 7 of this report and determine the special policy as set out in Appendix 8, subject to any amendments considered appropriate for the promotion of the licensing objectives by the Committee.
  2. Incorporate within the special policy the considerations and reasons of the Committee in reaching its decision in accordance with (1) above.
  3. Recommend to Council that they adopt the special policy, as determined by the Policy Committee in accordance with (1) and (2) above, for incorporation within the Council's Statement of Licensing Policy.
  4. Request that the following areas of land are proposed for inclusion within the special policy area as part of the next review of Licensing Policy:
    - a) The undeveloped land at corner of Egerton Road and Clifton Avenue.
    - b) The land at the rear of the Ram and Shackle including the Ram Lodge.
  5. Request officers to undertake an annual review of levels of alcohol-related crime, general crime and antisocial behaviour, in both the special policy area and Withington.
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**Wards Affected: Fallowfield, Withington, Old Moat, Levenshulme**

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	Licensed premises provide a key role as an employer, in regeneration, and in attracting people to the city. The proposed Special Licensing Policy will play an essential role in establishing that only such premises that are able to demonstrate that they shall not add to existing cumulative impact shall be licensed in the special policy areas, which will positively contribution to the economy of the region and sub-region.
Reaching full potential in education and employment	Licensed premises offer employment and training opportunities for local people, particularly those who are young.
Individual and collective self esteem – mutual respect	
Neighbourhoods of Choice	The proposed Special Licensing Policy will play an essential role in establishing only those premises that are able to demonstrate that they shall not add to existing cumulative impact shall be licensed in the affected areas, thereby ensuring the promotion of the licensing objectives, namely the prevention of crime and disorder, the prevention of public nuisance, public safety, and the protection of children from harm .

**Full details are in the body of the report, along with any implications for:**

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

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**Financial Consequences – Revenue**

None

**Financial Consequences – Capital**

None

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## Contact Officers:

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Position: Licensing Unit Manager  
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Name: Fraser Swift  
Position: Principal Licensing Officer  
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## Background documents

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

The Licensing Act 2003 Amended Guidance issued under Section 182 of the Licensing Act 2003, October 2012  
Review of the Impact of Licensed Premises in Fallowfield and Withington, Licensing Policy Committee, 19 March 2012  
Original Response documents to the Public Consultation

### 1 Introduction

- 1.1 On 19 March 2012, the Licensing Policy Committee considered a report entitled 'Review of the Impact of Licensed Premises in Fallowfield and Withington' detailing evidence of crime and disorder and nuisance in certain areas of Fallowfield, Withington and Wilmslow Road.
- 1.2 The Committee requested that officers consult on a proposed amendment to the Council's Statement of Licensing Policy, namely that a special policy is adopted that would create a presumption that in three distinct areas identified as 'Fallowfield', 'Withington' and 'Wilmslow Road' (as shown in the consultation response document at Appendix 1), applications for new premises licences, club premises certificates or variations to those authorisations would normally be refused, following relevant representations, unless the applicant can demonstrate that there will be no negative cumulative impact on one or more of the licensing objectives.
- 1.3 The consultation sought views on the proposed special policy for the areas of Fallowfield, Withington and Wilmslow Road, including:
  - Whether there should be a special policy for the identified areas
  - The boundary of any areas for which a special policy should have effect
  - The extent of the special policy in any such areas
- 1.4 The consultation lasted 12 weeks between 1 June and 24 August. Consultation documents (at Appendix 1) were sent to all holders of premises licences and club premises certificates within the boundaries of the proposed areas, local resident associations, Ward Members, trade representatives. The

consultation documents were also made available online at the Public Consultations page of the Council's website and an online response facility was also made available. A representative of the Licensing Unit attended local residents and Pubwatch meetings to raise awareness of the proposed policy and the consultation.

## 2 Responses to the Consultation

- 2.1 A total of 73 responses were received during the consultation period. No responses were received out of time.
- 2.2 The majority (68%) of respondents were local residents with a total of 50 responses.
- 2.3 Only 2 responses (3%) were received from the licensed trade, both from [REDACTED], from McDonalds – an individual response and one on behalf of McDonalds, Nandos, and Subway.
- 2.4 'Other' respondents consisted of Greater Manchester Police, South Manchester Regeneration Team, Public Health Manchester, University of Manchester Residential Services, University of Manchester Students' Union, Corridor Manchester, Manchester Metropolitan University, the Student Safety Tactical Partnership.
- 2.5 Responses were received as below:

Respondent Type	Total	Percentage
Local Resident	50	68%
Ward Councillor	6	8%
Residents Association	4	5%
Local Business (licensed)	2	3%
Local Business (not licensed)	1	1%
Other	8	11%
Local Resident & Local Residents Association	1	1%
Local Resident & Local Business	1	1%
Total	73	100%

- 2.6 Summary details of all responses are attached at Appendix 2. Some responses did not answer the consultation questions as specifically posed, but where an answer to a consultation question could properly be inferred from their response, it has been recorded as though it were a direct response. Where no answer could properly be inferred, it was recorded as 'Not stated'.
- 2.7 Appendix 3 contains details of the actual responses received to the consultation. The original responses shall be made available at the Committee hearing.
- 2.8 The responses in respect of each individual area are considered in more detail below. Proposals how to address issues arising out of those responses are detailed in section 7.

**3 Fallowfield**

- 3.1 Detailed below are the responses to the questions proposed in the consultation in respect of the defined 'Fallowfield' area.

<b>Q1. Do you consider that a special policy should be adopted in respect of the cumulative impact of licensed premises within the identified area of Fallowfield?</b>		
	Number of Responses	Percentage of responses
Yes	69	95%
No	3	4%
Not stated	1	1%

- 3.2 Clearly, there is overwhelming support for a special policy in Fallowfield, with 95% of respondents agreeing that it should be implemented. Reasons given commonly refer to the increase in problems over the years associated with licensed premises, such as vandalism, noise nuisance, and litter.

***“The steady growth in the number of licensed premises and the relentless extension of their licensing hours during the last 9 years has led to a significant increase in noise nuisance, vandalism, and alcohol induced anti-social behaviour which has severely affected local residents and blighted our local environment.”***

**(Resident)**

***“There are already many bars in the area. Drinkers leaving these bars affect the residents with night time noise, antisocial behaviour - eg, tipping bins over, etc.”***

**(Resident)**

***“I have lived in Fallowfield for 37 years and since 24hr licensing has come into force there is a much greater amount of disturbance at night from drunken people leaving bars at 3,4 and 5am in the morning. The proliferation of bars has also led to an increase in rubbish accumulation of bottles and cans in the street. The disturbances and nuisances occur through the week and are not confined to the weekend drinking.”***

**(Resident)**

- 3.3 The 3 responses that did not consider a special policy should be adopted were the 2 licensed trade responses (McDonalds, McDonalds / Nandos / Subway), and the University of Manchester Students Union.
- 3.4 In giving the reasons for their responses, McDonalds and McDonalds / Nandos / Subway, only make reference to their objections being in relation to the special policy incorporating late night refreshment.

***“The adoption of a cumulative impact policy which restricts the operating hours of hot-food premises would be a disproportionate***

**response. This will negatively impact on local businesses whilst doing little to tackle the problems arising from existing premises.”**

**(McDonalds)**

- 3.5 The response from the Students Union considers that the policy would be detrimental to the local economy and disputes the policy would have any positive impact on the local issues identified in the original report considered by the committee.

**“As the policy would only affect licensees wishing to enter the area, and not those who are already trading (apart from the refusal of amendments to pre-existing licenses), encouragement of Best Practice would be lost and a competitive market that encourages best practice would essentially be closed to new (and potentially more responsible) traders. The policy would not help residents who are already being affected by the cumulative effect of licensed trade within Fallowfield and Withington. As this policy by-passes restriction on licensed trade to those already trading, then issues of noise and anti-social behaviour already being felt are not tackled.”**

**(Students Union)**

<b>Q2. Do you agree with the boundary of the area "Fallowfield" being subject to a special policy?</b>		
	<b>Number of Responses</b>	<b>Percentage of responses</b>
Yes	62	85%
No	5	7%
Not stated	5	7%
Neutral	1	1%

- 3.6 The vast majority (62/73) stated in their responses that they agreed with the proposed boundary although 12 actually proposed changes to the boundary.
- 3.7 3 were for the Fallowfield Campus to be included. Where given, the reasons for doing so by both were ‘for completeness’.
- 3.8 6 respondents proposed that the currently undeveloped land at the corner of Egerton Road and Clifton Avenue be included (Note: this same section of land is often referred to the ‘St John’s site’ as it was a former St John’s Ambulance base. It has also been included in another 7 responses for within the policy boundary for ‘Wilmslow Road’)
- 3.9 A photograph showing this proposed land is included at Appendix 5.

Where given, the reason for including this area is in because of the potential for development of the land with licensed premises.



***“However, I would welcome the inclusion of the St. John site, since any undeveloped land could be used in the future to sell alcohol.”***

**(Resident)**

<b>Q3. Do you consider that this (policy) approach in 'Fallowfield' is:</b>		
	<b>Number of Responses</b>	<b>Percentage of responses*</b>
Not required at all	1	1%
Too restrictive	2	3%
Just right	66	90%
Not stated	4	5%
* Due to the rounding of numbers when calculating as percentages, the total only tallies 99%		

- 3.10 90% of respondents felt that the proposed policy approach in Fallowfield was 'just right'. Reasons commonly given were that it was due to there being already too many late night licensed premises:

***“The Fallowfield districted reached saturation point some time ago, focus may now be shifted to quality establishments.”***

**(Fallowfield Councillor)**

***“This policy is long overdue. Fallowfield centre is already over saturated with licensed hours in licensed premises and just cannot be allowed to develop further in this direction. This policy will help to stop the problems linked to this situation getting worse.”***

**(Resident)**

***“The area would become even more problematic if more licensed premises were allowed to open or extend their hours, so this policy is very much needed.”***

**(Greater Manchester Police)**

- 3.11 However, it was recognised by some respondents that exceptions to the policy could be appropriate in certain circumstances:

***“I would welcome any new businesses, including bars, that won't have a negative impact on the area. If they can't demonstrate that they won't, then I don't want them here.”***

**(Resident)**

***“there needs to be more variety in provision in this area, to dilute the anti social behaviour that arises from mono-culture. Restricting more very similar licences will make it less likely that worse behaviour ensues.”***

**(Resident)**

- 3.12 Alternatively, the Students Union considered the special policy as 'not required at all':

***“...the Students’ Union is not convinced that the policy proposed will affect the areas identified in any concrete way – until the policy is amended to be of more public benefit, it remains unclear that there is any need for this policy at all. Amendment could change the Students’ Union’s position on this.”***

**(Students Union)**

- 3.13 Additionally, McDonalds considered the policy as ‘too restrictive’ in respect of it incorporating late night refreshment:

***“The adoption of a special policy which covers hot food premises will limit the ability of local businesses to expand to meet demand at a time when authorities, at all levels, should be doing everything they can to encourage businesses to grow.”***

**(McDonalds)**

<b>Q4. Do you consider that there should be amendments to the special policy for 'Fallowfield'?</b>		
	<b>Number of Responses</b>	<b>Percentage of responses</b>
Yes	44	60%
No	25	34%
Not stated	4	5%

- 3.14 Of the 44 responses stating that there should be amendment to the policy, 36 (82%) proposed that Temporary Event Notices shall also be captured under the special policy. However, Temporary Event Notices cannot be incorporated within a Cumulative Impact Policy. The s182 Guidance states (my emphasis):

***13.29 “The effect of adopting a special policy of this kind is to create a rebuttable presumption that applications for the grant or variation of premises licences or club premises certificates which are likely to add to the existing cumulative impact will normally be refused or subject to certain limitations, following relevant representations, unless the applicant can demonstrate in the operating schedule that there will be no negative cumulative impact on one or more of the licensing objectives.”***

- 3.15 By its nature, “cumulative impact” relates to the effect of a concentration of many premises (Guidance 13.36). Temporary Event Notices are unlikely to cause a cumulative, ongoing impact due to the fact that they are time-limited one-off events, restricted in number and so unlikely to create a ‘cumulative’ ongoing effect.
- 3.16 2 responses proposed that the policy should incorporate a review of all existing licensed premises within the area. However, a special policy cannot have such an effect and so this proposal cannot be considered. The s182 Guidance states:

**“13.36...The “cumulative impact” on the promotion of the licensing objectives of a concentration of multiple licensed premises should only give rise to a relevant representation when an application for the grant or variation of a licence or certificate is being considered. A review must relate specifically to individual premises, and by its nature, “cumulative impact” relates to the effect of a concentration of many premises. Identifying individual premises in the context of a review would inevitably be arbitrary.”**

3.17 1 response failed to state their proposed amendment.

3.18 2 answers were repeated references to suggested boundary changes they had addressed in Question 3. 2 responses (Mcdonalds, Mcdonalds / Nandos / Subway) proposed that Late Night Refreshment should not be included, and the Students Union proposed that the policy should incorporate an annual review mechanism and weight to be given to proposed operators incorporating best practice and corporate responsibility schemes:

***“1) An annual report should be incorporated into the review process outlining the effectiveness of the proposed policy.***

***2) The review of the policy should be set annually to ensure its responsiveness to turbulent market conditions.***

***3) The review of the policy should incorporate consultation with public stakeholders to ensure its accountability, and that is working to solve the issues that it is intended for.***

***4) Weight for new representations for licensing, which is still allowable within the policy, should be given to businesses that propose abidance to best practice and social corporate responsibility schemes.”***

**(Students Union)**

3.19 In relation to the recommendation (1) by the Students Union, 13.31 of the s182 Guidance advises:

**“Once adopted, special policies should be reviewed regularly to assess whether they are needed any longer or if those which are contained in the special policy should be amended.”**

3.20 Therefore, a review of the effectiveness of any special policy should be incorporated consistent with the Guidance and Members may wish to consider the review frequency of any special policy imposed.

**4 Withington**

- 4.1 Detailed below are the responses to the questions proposed in the consultation in respect of the defined 'Withington' area.

<b>Q5. Do you consider that a special policy should be adopted in respect of the cumulative impact of licensed premises within the identified area of Withington?</b>		
	Number of Responses	Percentage of responses
Yes	68	93%
No	4*	5%
Not stated	1	1%

- 4.2 It is possible that one of the four 'No' responses was made in error as it is inconsistent with the remainder of the response which indicated support for a policy (Response no. 44 from [REDACTED]), however even if it was not made in error it would not significantly affect the above percentages.
- 4.3 93% of respondents agree with a special policy being implemented in Withington. Reasons given included the number of existing premises in Withington, as well as the potential of Withington 'becoming like' Fallowfield:

***"Withington has too many bars and pubs in a small area. This causes us residents problems on our streets."***

**(Resident)**

***"Without a CIP which includes Withington, there is a real danger that the problems currently generated in Fallowfield could migrate south along Wilmslow Road to Withington. Also, existing licensed premises could seek extended hours: increasing existing problems in adjacent streets."***

**(Resident)**

***"Withington and Fallowfield are closely linked. Withington already has a number of late night drinking licenses and approaches made to me as a Ward Councillor in recent years from some bar owners indicate that late licenses will be retained and could easily be expanded to longer opening hours if a cumulative impact policy is not in place for Withington, particularly if cumulative impact policies are in place for the other parts of the Fallowfield, Wilmslow Road, Withington corridor."***

***Withington Village serves a well developed residential area which includes flats and houses in the Village centre itself and a concentration of drinking and drinking related establishments with late hours in Withington would add to the frequent problems of anti-social noise nuisance, vandalism, damage, litter, waste and other nuisance already reported by local residents in this area through the Withington Civic Society, which I regularly attend, and through individual cases."***

**(Withington Ward Councillor)**

- 4.4 21 of those in support of the policy gave no reason for why they considered it should be adopted. Several responses either referred to their earlier reasons for Fallowfield being subject to the policy or gave identical reasons.
- 4.5 Although there was general support for a policy, some responses acknowledged that the level of problems in Withington was not as severe as experienced in Fallowfield.

***“As for Fallowfield, altho' because there are not the 'halls' in Withington, I think the problem is not quite so bad.”***

**(Resident)**

***“As for Fallowfield, this is essentially a residential area. At the moment, though I think the degree of licensed premises in Withington isn't an issue but if a policy is implemented in Fallowfield, without one in Withington, that could change.”***

**(Anonymous)**

- 4.6 The 3 against (aside from [REDACTED]) are the same as per Fallowfield i.e. McDonalds, Mcdonalds / Nandos / Subway, and the Students Union. The reasons being the same as they gave against the policy proposal for Fallowfield, as detailed earlier in the report.

<b>Q6. Do you agree with the boundary of the area 'Withington' being subject to a special policy?</b>		
	Number of Responses	Percentage of responses
Yes	61	84%
No	7	10%
Not stated	4	5%
Neutral	1	1%

- 4.7 84% agree with the proposed boundary. The response from McDonalds was recorded as 'neutral'. The joint response from Mcdonalds / Nandos / Subway did not state an opinion on this point. The Students Union was the only respondent against a policy in this area to state that they did not agree with the boundary:

***“Due to the far lower amount of licensed activities within the boundaries marked as 'Withington' and the area marked as 'Wilmslow Road', it is unclear what the local authority believe to be a defined saturation point, or indeed, when cumulative impact becomes problematic: either only the main Fallowfield area should be regulated, due to its high amount of licensed trade, or all boundaries should be dealt with as one entity.”***

**(Students Union)**

- 4.8 There were 6 respondents who wish to see a special policy implemented for Withington but disagree with the proposed boundary, although 1 of these responses refers to the undeveloped land in Fallowfield, and so is included in relation to the Fallowfield boundary instead. Therefore, it is considered that there are 5 actual proposed amendments. All propose the extension of the boundary southwards to include extra licensed premises within the boundary:

***“The area identified does take in the bulk of licensed premises in the area but not all as there are some to the south of the current border as far as Cotton Lane.”***

**(Residential Services, University of Manchester)**

***“I would take the boundary down as far as the Christie site to include Red Lion and rank of shops opposite. I suspect some of these are struggling to survive and could be replaced by off-licences.”***

**(Resident)**

<b>Q7. Do you consider that this (policy) approach in 'Withington' is:</b>		
	<b>Number of Responses</b>	<b>Percentage of responses</b>
Not required at all	1	1%
Too restrictive	8	11%
Just right	61	84%
Not stated	3	4%

- 4.9 84% consider the policy approach as just right. The reasoning is typically that the policy would act as a preventative measure:

***“There are already several bars in Withington. I have seen the negative effects that increasing the numbers of drinking places has had in Fallowfield - on the community etc and would not like Withington to suffer in the same way.”***

**(Resident)**

***“At the moment, the mix of licensed premises to other premises in the village centre is right for the health of the centre as a mixed provision for the people of Withington as a whole. Increasing the number of licensed premises will unbalance the centre and change its character, reducing the attractiveness of Withington as a place to live and work.”***

**(Resident)**

***“It is vital that alcohol related problems do not accumulate rapidly in this area - which is likely to happen without a cumulative impact policy.”***

**(Withington Councillor)**

- 4.10 The Students Union state they consider that the proposed policy approach is not required at all and have regard to the lower levels of licensed premises and related problems in the area.

- 4.11 Of the 8 who consider the approach 'too restrictive', it is possible one response (no. 44) is made in error as the reasons are not consistent with the answer. The 2 responses from Mcdonalds and Mcdonalds / Nandos / Subway also consider the approach too restrictive, in respect of its inclusion of late night refreshment, for the same reasons given as for Fallowfield:

***"It would have a disproportionate economic impact on our businesses. The adoption of a special policy which covers hot food premises will limit the ability of local businesses to expand to meet demand at a time when authorities, at all levels, should be doing everything they can to encourage businesses to grow. We want to do everything we can to ensure the impact we have on the local community is positive. We are enthusiastic about the idea of working with the local community to try to find a workable solution, rather than increasing regulation on local business."***

**(Mcdonalds / Nandos / Subway)**

- 4.12 However, there are 5 persons who consider the approach as 'too restrictive' but that are also in favour of a special policy for Withington:

***"Withington is struggling as a viable, attractive district centre and so, whilst a CIP is essential, it should not be so restrictive as to deter an entrepreneur who wanted to open, e.g. a restaurant. Therefore, any new applications should be considered on their merits, but with an 11pm finish in all cases."***

**(Resident)**

***"Marginally too restrictive. But I would support it so long as there were no escalation of restrictions. I would for example support new license (sic) applications for licensed restaurants and also perhaps for small venues in this District Centre. I would not support any arbitrary curfew either for proposed new premises or for reviews or variation requests. That could kill this Village which would benefit from development of a balanced, food-led, live entertainment-enhanced night time economy. A1 and A2 retail could even move into Copson Street to allow the High Street to develop a nice evening bustle cf Burton Road, cf Chorlton. Withington High Street has arguably suffered by a moratorium on hot food takeaway licences and more generally the old A3 class."***

**(Withington Ward Councillor)**

***"I am concerned that a blanket policy will discourage regeneration within the Withington District Centre. Could I suggest that new licence applications within the area be considered on their merits bearing in mind their location (whether on Wilmslow Rd or a side street of Wilmslow Rd), the size of the premises applying, its proposed use (pub, bar, restaurant, cafe-bar, takeaway, off-licence) and its hours of operation."***

**(Withington Ward Councillor)**

***“We are concerned that a blanket policy may discourage regeneration within the Withington District Centre. We suggest that any new applications within the area should be considered on their merit with a presumption of an 11pm deadline should a licence be granted. Should a change of ownership occur in a premises which currently has a licence later than 11pm we would want the licence reviewed with a presumption that it would be rolled back to 11pm at that point.”***

**(Withington Civic Society)**

***“I am concerned that a blanket policy may discourage regeneration within the Withington District Centre and suggest that any new applications within the area should be considered on their merit bearing in mind the following factors: location (whether on Wilmslow Road or one of the side streets), size of premises, proposed use (pub, bar, restaurant, cafe, takeaway, off-licence) and hours of operation.”***

**(Old Moat Ward Councillor)**

- 4.13 Most of those responses that recommended a different approach (to the one originally proposed in the consultation) seek to include flexibility within the policy to enable ‘desirable’ operations according to their respective merits. Therefore, there is appetite within some for further licensed premises to be permitted in Withington subject to limitations.
- 4.14 Most of the respondents who consider the approach for Withington as ‘too restrictive’ and wish to see more scope available are persons / organisations with a special interest to Withington i.e. Withington councillors, Withington Civic Society although there are also a similar number of other Withington residents and a Withington Councillor who consider that the policy as originally proposed is ‘just right’.
- 4.15 A terminal hour of 11pm is proposed for new licences by a Withington residents and the Withington Civic Society. A licensing policy can incorporate an approach regarding licensed hours and the strategy it considers appropriate for the promotion of the licensing objectives in its area. In determining appropriate strategies around licensed opening hours, licensing authorities cannot seek to restrict the activities of licensed premises where it is not appropriate for the promotion of the licensing objectives in doing so.
- 4.16 However, there is no reason given by the Withington Civic Society why 11pm should be imposed on all new licences or why that time would be appropriate for the promotion of the licensing objectives. Additionally, it is not possible to review all existing licences or to ‘roll back’ hours to 11pm upon the transfer of a licence, as also proposed in their response.



<b>Q8. Do you consider that there should be amendments to the special policy for 'Withington'?</b>		
	Number of Responses	Percentage of responses
Yes	46	63%
No	24	33%
Not stated	3	4%

- 4.17 The majority of responses (63%) did seek amendments to the special policy; the most popular of which was the inclusion of Temporary Event Notices within the ambit of the policy, which was requested in 39 responses (representing 85% of the 63 who wished to see changes).
- 4.18 Again, changes were requested by the Students Union (review of the effectiveness of the policy) and McDonalds, Mcdonalds / Nandos / Subway (late night refreshment to be excluded), as per Fallowfield.
- 4.19 The remaining changes repeated proposals already covered in Q7 such as incorporating a standard terminal hour of 11pm, and considering cases according to their specific merits.

**5 Wilmslow Road**

- 5.1 Detailed below are the responses to the questions proposed in the consultation in respect of the defined 'Wilmslow Road' area.

<b>Q9. Do you consider that a special policy should be adopted in respect of the cumulative impact of licensed premises within the identified area of Wilmslow Road?</b>		
	Number of Responses	Percentage of responses
Yes	68	93%
No	3	4%
Not stated	2	3%

- 5.2 All respondents with the exception of 2 local residents stated an answer, with all responses in favour a special policy for this area, except for the Student Union and Mcdonalds, Mcdonalds / Nandos / Subway. The objections were broadly on the same basis as per Fallowfield and Withington.
- 5.3 Reasons given by those in favour of the policy commonly referred to the problems experienced in Fallowfield and Withington, as well as issues directly related to the proposed area:

***“This stretch of Wilmslow Road is densely populated on either side of the proposed zone and links up the 2 other areas of Fallowfield and Withington.”***

**(Greater Manchester Police)**

***“This area has a lot of noisy activity especially on Friday and Sat. nights from students who are drinking, moving from Fallowfield pubs to their houses. Although there are not many shops and pubs in this stretch some of the properties could be converted into clubs if restrictions on development in Fallowfield and Withington took effect.”***

**(Resident)**

***“The licensed premises in this area to impact on our daily lives, especially the Ram and Shackle. The constraints of a CIP therefore do need to be applied here as well as in Fallowfield.”***

**(Resident)**

***“Over recent years I have received many complaints from Old Moat ward residents about the problems of noise and anti-social behaviour that are caused by the patrons of the bars and pubs on this stretch of Wilmslow Road as they make there (sic) way home at all times of the night. These premises, although small in number, are operating grossly excessive hours. Taken together with the cumulative impact of the bars and pubs in Fallowfield, the nuisance caused extends well beyond the vicinity of the individual premises.”***

**(Old Moat Councillor)**

<b>Q10. Do you agree with the boundary of the area 'Wilmslow Road' being subject to a special policy?</b>		
	Number of Responses	Percentage of responses
Yes	60	82%
No	7	10%
Not stated	5	7%
Neutral	1	1%

- 5.4 Again, the majority (82%) agrees with the proposed boundary. The response from McDonalds was recorded as 'neutral'. The joint response from McDonalds / Nandos / Subway did not state an opinion on this point. The Students Union was the only respondent against a policy in this area to state that they did not agree with the boundary:

***“Due to the far lower amount of licensed activities within the boundaries marked as ‘Withington’ and the area marked as ‘Wilmslow Road’, it is unclear what the local authority believe to be a defined saturation point, or indeed, when cumulative impact becomes problematic: either only the main Fallowfield area should be regulated, due to its high amount of licensed trade, or all boundaries should be dealt with as one entity.”***

**(Students Union)**

- 5.5 13 replies proposed the extension of the land at the rear of the Ram and Shackle premises. Photographs of this land are attached at Appendix 5. Part of the land is the beer garden of the Ram and Shackle. Although the land is not licensed for any licensable activities, given that it forms part of a prominent alcohol-led licensed premises that is within the proposed area boundary, the Committee may wish to include it within the boundary of the special policy so that the whole curtilage of the Ram & Shackle is included in the policy. The remainder of the land refers to 'The Ram Lodge', which is a hostel and is not currently licensed. Photographs of this property are attached at Appendix 6. Members may wish to propose including this property within the boundary of the special policy given its proximity to the special policy area and its relationship with the Ram & Shackle.

***“All land within the curtilage of the Ram and Shackle i.e. up to Mitford Road should be included in order to curb any potential expansion of licensing activities on the Mitford side of the premises.”***

**(The South East Fallowfield Residents Group)**

***“But, there is land at the back of the Ram and Shackle which this pub owns which is not included. Any future expansion of this pub could therefore be outside the remit of a CIP. This land should therefore be included.”***

**(Resident)**

- 5.6 7 proposed the inclusion of the undeveloped land at Egerton Road/Clifton Avenue, which is the same land requested by 6 others in relation to the Fallowfield boundary. Therefore a total of 13 respondents proposed that this land be included within the proposed special policy.

***“The former St John's plot on the corner of Clifton Avenue and Egerton Road. The future of this area is not, as yet, completely finalised e.g. no building work has begun. Prevention is necessary, making sure that no licensed premise can be built here. Also land behind the Ram and Shackle on the corner of Wilmslow and Brook Roads needs to be protected as far as Mitford Road.”***

**(Resident)**

- 5.7 Members may wish to consider whether the land, given its potential for development, should be incorporated within the special policy boundary.

<b>Q11. Do you consider that this (policy) approach in 'Wilmslow Road' is:</b>		
	Number of Responses	Percentage of responses
Not required at all	1	1%
Too restrictive	2	3%
Just right	65	89%
Not stated	5	7%

- 5.8 Of those who expressed an opinion, all, with the exception of the Students Union and Mcdonalds (2), considered that the proposed policy approach was 'just right'. 19 of those in favour of the proposed approach referred to the reasons for Fallowfield and/or Withington. Others referred to number of bars in the area and that in the area but 26 did not give a reason for their answer. 2 considered that all existing licences to come under the policy should be reviewed.

***“Need to reduce anti social behaviour and late night noise and litter.”***

**(Resident)**

***“If there are more bars along this road, Withington and Fallowfield will become a huge drinking area and this will make the problems associated with binge drinking much worse for people who live here.”***

**(Resident)**

- 5.9 The reasons given by the Students Union (offers no solution) and Mcdonalds, Mcdonalds / Nandos / Subway (disproportionate) were the same as for the Fallowfield and Withington areas.

**Q12. Do you consider that there should be amendments to the special policy for 'Wilmslow Road'?**

	Number of Responses	Percentage of responses
Yes	45	62%
No	24	33%
Not stated	4	5%

- 5.10 Similar to Fallowfield and Withington, the majority of the changes (39) sought were to include Temporary Event Notices within the remit of the policy. 2 responses also sought a review of all existing licences via the policy.
- 5.11 All of the proposed changes (and reasons for them) are consistent with those requested for Fallowfield and Withington. The same principles apply in that Temporary Event Notices cannot, come under the remit of a special policy relating to cumulative impact, nor can such a policy seeks reviews of licences.
- 5.12 The reasons given by the Students Union (a performance review mechanism should be built in) and Mcdonalds (2) (removal of late night refreshment) were the same as for the Fallowfield and Withington areas.

## **6 General Comments**

- 6.1 The final consultation question posed was to allow for any other general comments the respondent wanted to make.
- 6.2 The vast majority stated that they were supportive of the policy proposals. Even the main objectors to the policy proposals (McDonalds, McDonalds / Nandos / Subway, the Students Union) acknowledged that there are issues within the areas to be addressed, although they do not consider the proposed approach as being an appropriate one.

***"I am the franchisee for the McDonald's restaurant on Wilmslow Road Fallowfield, which falls under the area defined as 'Wilmslow Road' in the consultation.***

***I hold the McDonald's franchise for nine restaurants across the area. Over the past four years I have invested over £500,000 in improving the Wilmslow Road restaurant for the benefit of my customers and the wider community.***

***Across my business I employ over 700 staff, 85 of whom work in my Wilmslow Road restaurant and a large number of whom are long-standing employees, who have been promoted through the ranks. 90% of my staff live within 2 miles of the Wilmslow Road restaurant are therefore not only employed in my area, they live in the community too. As local residents they are passionate as I am about giving back to the community. Through our support of local causes we ensure that our restaurant has a positive impact on the local area.***

***Both as a local businessman and through local engagement with the local community, I recognise that the concentration of licensed premises in the area designated by the consultation has been linked by many to alcohol-fuelled anti-social behaviour.***

***My restaurant is predominately a dine-in restaurant; less than 10% of our business between the hours of 6am and midnight is take away business. Our restaurant therefore mitigates anti-social behaviour and noise issues in the area. It does this not only by containing customers on site, reducing the likelihood of them contributing to in-street anti-social behaviour, but also by serving to mitigate the effects of alcohol in customers due to the food they consume.***

***I understand the concerns raised by the consultation. However, it is my belief that we have the opportunity to positively manage the impact of hot food licensed premises in the area, such as my own, without restricting our potential to grow, while also meeting the concerns of the local community.***

***My team and I do and will continue to do everything we possibly can to***

***ensure the impact we have on the local community is positive. We are very enthusiastic about the idea of working with the local community to try to find a workable solution; rather than increasing regulation on local businesses.”***

***(Mcdonalds)***

***“As the group (of hot food businesses, who operate in the area that is subject to the consultation) has only recently been formed our plans for addressing the litter issues are still in the very early stages, however we plan to report the results of our initiative to the Licensing Unit of Manchester City Council in advance of the unit reporting its findings from the consultation to the Licensing Policy Committee.***

***We propose a trial period for the 'Litter Action Zone', after which period we would present the results of our action for the consideration of the Licensing Policy Committee.”***

***(Mcdonalds / Nandos / Subway)***

***“The Students’ Union does admit that there are specific issues relating to the Studentification of Fallowfield, and the subsequent relational issues between long-standing residents and the student community that this entails: there should be space for the Local Authority to more robustly deal with licensing issues within this community. The Students’ Union, however, does not agree that the special policy being suggested is the fairest way of dealing with these issues going forwards, and believe that the policy may actually have a regressive effect on the area, for reasons listed in response to Question 1. We do not, however, oppose the concept of Fallowfield being regulated, and for issues that develop to be more pro-actively dealt with.”***

***(Students Union)***

- 6.3 Most comments were in support of the Policy and included details of some of the wider issues associated with the local night time economy:

***“Fully supportive of the CIP; absolutely essential for this area because the number of licensed premises has become excessive in recent years and the licensing objectives are being undermined by the saturation of alcohol outlets.”***

***(Resident)***

***“The excessive drunkenness in these areas has to be stopped. This policy is one potentially useful tool which could begin to restore some peace to local residents and some dignity to our city.”***

***(Resident)***

***“We fully support the Cumulative Impact Policy for all three proposed areas of Fallowfield & Withington because there are so many problems associated with the excessive number of bars, clubs and off licenses in this student dominated area.”***

***(Fallowfield Residents Association)***

***“There is general agreement among the citizens in the areas that restriction needs to be placed on the influence of excessive alcohol consumption on our environment. The proposals represent part of the potential solution to the problem.”***

***(Resident)***

***“Fallowfield has been my home for 20 years. I am a very heavy sleeper and don't tend to get disturbed by noisy drunks at night but the rest of my family are often woken up. I think the off licenses in particular make night time drinking on the streets the cause of a lot of anti social behaviour. I support the special policy for all three areas of Fallowfield and Withington.”***

***(Resident)***

***“I would fully support the implementation of this policy and I unreservedly applaud MCC for taking this initiative. I and my family enjoy living in Fallowfield, we do not wish to move away, and will continue to battle on to make this area a pleasant place to live. But on many occasions local residents feel absolutely powerless/impotent in trying to combat to cope with living in an environment where alcohol 'Rules OK'.”***

***(Resident)***

***I would beg the board to pass this plan. We as residents are DESPERATE and need your help and support to prevent us having to move out of homes that we love on account of the impact of the alcohol availability in the area. Please help us.***

***(Resident)***

***“... Alcohol related problems have significantly increased in recent years since the change in licensing laws in 2003. This student dominated area has changed in character because of the large rise in late night licensed premises which allow and encourage young people to drink to excess. The rise in middle-of-the-night anti social behaviour such as bins being overturned and drunken singing outbursts have gone hand in hand with the rise in alcohol outlets. Community Guardians have consistently opposed new license applications and variations to extend licenses but because there is little proof tying anti social behaviour to a particular premise, it has been difficult to prevent the escalation of such clubs and bars in Fallowfield. We have been asking for a Cumulative Impact Policy for many years and feel it is well overdue. The granting of the Cumulative Impact Special Policy for these three areas would bring some relief to residents and we sincerely hope that the Policy will be adopted.”***

***(Fallowfield Community Guardians)***

***“... We believe that the Council's proposal for a new policy is a logical and practical step to address the issues of crime, disorder and public nuisance in Fallowfield, Withington and Wilmslow Road and we support the implementation of such a policy.”***

***(Corridor Manchester)***



***“Late night alcohol fueled anti social behaviour increases the need for additional street cleansing at weekends due to full wheelie bins being overturned.***

***All three areas suffer from heavy litter caused by fast food takeaways. The recycling bins are constantly full, and bags and rubbish left at the side of the containers look unsightly.***

***MCC has to dispatch additional resources to address the proportionately greater amount of litter generated in the three areas. This includes;-***

- Two pedestrian litter pickers 5 days per week. (7 hours per day)***
- 1 man plus vehicle to tidy up around recycle bins. (2 hours per day)***
- 2 men plus compactor (1 hour per day) to remove black bags e.g.***
- Litter bins require emptying daily.”***

***(██████████ on behalf of the Student Safety Tactical Action Partnership)***

***“It is estimated that approximately 90,000 adults in Manchester drink at increasing or higher risk levels, and that there are around 13,000 dependent drinkers of the city. Alcohol misuse can impact on physical and mental health and wellbeing, crime and antisocial behaviour, homelessness, worklessness, and poor outcomes for children. The Local Alcohol Profile for England indicates that physical health problems related to alcohol misuse are worse in Manchester when compared to regional and national averages. Data collected as part of the Manchester Royal Infirmary’s A&E Alcohol Liaison Project indicates high numbers of alcohol-related A&E attendances from areas to the south of the city centre i.e. postcode areas M13 and M14. A recent (2011) University of Manchester survey of 800 students carried out on behalf of NHS Manchester and Greater Manchester Police indicated that 75% of respondents lived in the Fallowfield/Withington areas of the city. Nearly half (49%) of all students surveyed said they go out drinking/partying in Fallowfield on a weekly basis. Of the students who were aware of how much they drank on an average night out, 76% reported binge drinking (defined as more than double their daily limit in a single session). 62% reported that they themselves or a friend had been victims of crime while living in Manchester with nearly half (47%) believing that alcohol had played a role in these crimes.”***

***(Public Health Manchester)***

## **7 Proposed Revisions to the Policy**

7.1 Proposals made in response to the consultation that are not achievable under a special policy (for reasons outlined in the preceding paragraphs of this report) shall not be considered. They are:

- 1. The inclusion of Temporary Event Notices**
- 2. Review of all existing licences**
- 3. Roll-back of existing hours**

7.2 Members are asked to consider the following proposals (further details of which are set out in paragraphs 7.3 onwards) to the special policies made in response to the consultation:

### **1. Boundary Changes:**

**a) Inclusion of Fallowfield Campus**

**b) Inclusion of undeveloped land at corner of Egerton Road and Clifton Avenue**

**c) Inclusion of land at the rear of the Ram and Shackle**

**d) Extension of the Withington boundary southwards:**

- i. To include that part of Withington ward (and therefore all the licensed premises therein)**
- ii. As far as the Christie site to include Red Lion and rank of shops opposite. I suspect some of these are struggling to survive and could be replaced by off-licences**
- iii. As far as Cotton Lane**
- iv. To include the rest of the Withington Ward as there are a number of licensed premises within the area currently excluded**
- v. To include the licensed premises at the southern end of the Village with the boundary being at the southern edge of Withington Ward**

**e) To amalgamate the boundaries**

**2. To make the special policy for Withington less restrictive**

**3. Remove Late Night Refreshment**

**4. Not adopt a special policy in any areas**

## **1. Boundary Changes**

- 7.3 Boundary changes proposed in responses to the consultation shall be considered individually. The addition of areas would require further consultation with the landowners or operators of any licensed premises within the area prior to any decision being made to include that area.

### **a) Inclusion of Fallowfield Campus**

- 7.4 In response to this proposal, whilst the campus does include licensed premises that students, both on and off campus, can access, it is considered that the campus premises shall fall outside of the proposed special policy. It is not considered that they impact upon the cumulative impact issues being experienced in the area and there is no evidence to suggest it is necessary for the promotion of the licensing objectives. Therefore, it is not proposed to amend the boundary to include this area.
- 7.5 It is not considered that there is a risk of cumulative impact issues arising as a result of the University Campus, which does not contribute the same issues as by the concentrations of commercial premises in the area.
- 7.6 Therefore, it is not recommended that this land be included within the special policy area.

### **b) Inclusion of undeveloped land at corner of Egerton Road and Clifton Avenue**

- 7.7 Currently there is planning permission for a residential development on the land. If the area were to be developed to include commercial uses, it would be sensible to include the land within the special policy.
- 7.8 However, members may wish to consider whether the land, given its potential for development, should be incorporated within the special policy boundary.
- 7.9 The property currently has planning permission as a residential development but no work has commenced. The Planning department have advised that commercial development of this area of land would be unlikely to be permitted.
- 7.10 However, given the proximity of this land to the proposed special policy areas of Fallowfield and Wilmslow Road, and whilst there is the possibility of potential for commercial development, it is recommended that should the special policy be implemented for the Fallowfield and Wilmslow Road areas, a recommendation is made to incorporate this land within a subsequent review of the policy upon consultation with the landowner.

### **c) Inclusion of land at the rear of the Ram and Shackle**

- 7.11 The area identified is two-fold. One section is part of the 'beer garden' of the Ram and Shackle. The remaining section of land relates to the Ram Lodge, a hostel, associated with the Ram and Shackle.

- 7.12 The Committee may wish to ensure that the special policy area incorporates the whole of the Ram and Shackle boundary. It is recommended that should the special policy be adopted for the Wilmslow Road area, a recommendation is made to incorporate this land within a subsequent review of the policy upon consultation with the landowner.
- 7.13 Given the current nature of the Ram Lodge, it is considered that there is no immediate need for it to be incorporated within the special policy. However, having regard to its inter-relationship with the Ram and Shackle, which is a prominent alcohol-led licensed premises with the proposed special policy area, the Committee may consider it prudent for the Ram Lodge to be incorporated within the policy to prevent development of it into a licensed premises, which could potentially undermine the policy.
- 7.14 Therefore, it is recommended that should the special policy be implemented for the Wilmslow Road area, a recommendation is made to seek to incorporate this land within the Special Policy, upon consultation with the landowner. It is proposed this would be conducted as part of the forthcoming review of the full Licensing Policy, which will incorporate the provisions of the Police Reform and Social Responsibility Act 2011 and Live Music Act 2012.

**d) Extension of the Withington boundary southwards:**

- i. To include that part of Withington ward (and therefore all the licensed premises therein)**
  - ii. As far as the Christie site to include Red Lion and rank of shops opposite. I suspect some of these are struggling to survive and could be replaced by off-licences**
  - iii. As far as Cotton Lane.**
  - iv. To include the rest of the Withington Ward as there are a number of licensed premises within the area currently excluded.**
  - v. To include the licensed premises at the southern end of the Village with the boundary being at the southern edge of Withington Ward.**
- 7.15 There is currently no evidence to demonstrate that there are cumulative impact issues arising in any of these identified areas or that there is a genuine risk of them arising. The reasons given for these areas are as a 'catch-all' to ensure that all licensed (and potential licensed) premises are captured. However, a special policy is not a general policy but must be one targeted to address specific problems of cumulative impact i.e. "the potential impact on the promotion of the licensing objectives of a significant number of licensed premises concentrated in one area". It is not considered that there is a significant number of licensed premises (or risk of there being) at this stage, and so it is not proposed to extend the boundary to include these premises.

**e) Amalgamate the boundaries**

- 7.16 In their response, the Students Union proposed that either only the main Fallowfield area should be regulated, due to its high amount of licensed trade, or all boundaries should be dealt with as one entity.

- 7.17 It is recommended that where a special policy takes an identical approach in respect of multiple adjoining areas, those areas are amalgamated into one area that is subject to the special policy. It is proposed that this amalgamated area is named as 'Fallowfield/Wilmslow Road'.

**2. To make the special policy for Withington less restrictive**

- 7.18 Two Withington Councillors, one Old Moat Councillor and the Withington Civic Society stated in their responses to the consultation that they considered the proposed approach in Withington as too restrictive. Whilst supportive of a special policy, there was concern that the policy approach originally proposed could be so restrictive as to be a potential threat to necessary regeneration.

***“Withington is struggling as a viable, attractive district centre and so, whilst a CIP is essential, it should not be so restrictive as to deter an entrepreneur who wanted to open, e.g. a restaurant.”***  
***(Withington Civic Society)***

***“Marginally too restrictive. But I would support it so long as there were no escalation of restrictions. I would for example support new license applications for licensed restaurants and also perhaps for small venues in this District Centre. I would not support any arbitrary curfew either for proposed new premises or for reviews or variation requests. That could kill this Village which would benefit from development of a balanced, food-led, live entertainment-enhanced night time economy.”***  
***(Withington Councillor)***

***“I am concerned that a blanket policy will discourage regeneration within the Withington District Centre. Could I suggest that new licence applications within the area be considered on their merits bearing in mind their location (whether on Wilmslow Rd or a side street of Wilmslow Rd), the size of the premises applying, its proposed use (pub, bar, restaurant, cafe-bar, takeaway, off-licence) and its hours of operation”***  
***(Withington Councillor)***

- 7.19 Whilst it is important to note that a special policy does not represent an 'iron curtain' that prohibits all further licensed premises, it is accepted that a special policy could be seen as a possible deterrent for potential new operators. However, a special policy must be considered having regard to whether it is appropriate in order to ensure the promotion of the licensing objectives within the area rather than just economic reasons.
- 7.20 It is recognised that the current number of licensed premises and related problems in Withington are at a much lower level than those in Fallowfield, and whilst respondents to the consultation are concerned with a risk of potential displacement from Fallowfield if Withington is not subject to a special policy, there is also support for additional licensed premises to be permitted provided the premises are of an acceptable nature dependent upon its merits.

- 7.21 Having regard to the current relatively low level of issues in Withington and its lower number of licensed premises, it is considered that there is not the need for a special policy that exists in other areas. This is also demonstrated by the appetite by some for more licensed premises, subject to limitations. Consideration of the individual merits of an application can already be achieved by the existing general Statement of Licensing Policy through consideration of the Key Factors, which if implemented, should ensure that only such applications consistent with promoting the licensing objectives are granted where relevant representations are made.
- 7.22 Cumulative Impact is considered in the Guidance as “the potential impact on the promotion of the licensing objectives of a significant number of licensed premises concentrated in one area...In some areas, where the number, type or density of premises selling alcohol is high or exceptional, serious problems of nuisance and disorder may be arising or have begun to arise some distance from the premises.”
- 7.23 Whilst concerns were raised over the potential impact of the policy upon regeneration of the area, the issue is whether the policy is appropriate for the promotion of the licensing objectives. The concerns by respondents typically refer to the risk of Withington becoming problematic. However, it is generally recognised that the Withington area is not currently experiencing cumulative impact and so a special policy is not, at this point, necessary or proportionate.
- 7.24 Therefore, it is proposed that Withington is not subject to a special policy at this time. Instead, the issues in the area will be continued to be monitored, particularly for potential displacement from Fallowfield, and the policy situation be reviewed if there is evidence of cumulative impact issues are beginning to arise.

### **3. Remove Late Night Refreshment**

- 7.25 It is not proposed to remove late night refreshment from the special policy in any area. It is not considered that a ‘Litter Action Group’ justifies a departure from the original policy proposal and its reasons.

### **4. Not adopt a special policy in any areas**

- 7.26 The Students Union argue that the policies offer no resolution to the problems being experienced in the areas and may harm the future economic position in Withington and Fallowfield. A special policy addressing cumulative impact will not offer a remedial effect in isolation. What it can provide is to prevent the worsening of the situation within the defined area by controlling the growth of licensed premises within the area and ensuring that only premises able to demonstrate that they will not add to the local cumulative issues, would be granted. At the same time, enforcement activity can focus on existing problematic premises, which should help to achieve a reduction in the existing problems within an area.

- 7.27 In respect of the potential harm to the economy, as previously mentioned, the focus on whether a special policy is appropriate must be on ensuring the promotion of the licensing objectives rather than economic aims.
- 7.28 The responses in support of the policy demonstrate that the general consensus is that the problems, particularly the Fallowfield and Wilmslow Road, are at a level now that it is necessary to prevent the worsening of the situation, and so the policy is needed. There are also concerns over the potential of Withington developing into a problem.
- 7.29 As previously stated, it is now proposed that a special policy is not implemented in Withington. However, the arguments by the Students Union do not justify departing from the special policy in Fallowfield and Wilmslow Road.
- 7.30 Although the levels of problems are lower in Wilmslow Road area, it immediately adjoins the most problematic area of Fallowfield. Therefore, it is appropriate that this area is subject to the special policy as it is likely to be the highest risk of experiencing displacement from Fallowfield given its direct proximity.
- 7.31 **Consequently it is proposed that only the Fallowfield and Wilmslow Road areas are subject to the special policy in the original terms proposed but that those areas are merged into one single area, to be known as “Fallowfield/Wilmslow Road” (Appendix 7).**
- 7.32 **A draft revised Special Policy in accordance with the above provisions is attached at Appendix 8**

## **8 Reasons for the proposed policy approach**

- 8.1 The predominant concentration of licensed premises is within the Fallowfield area. This area suffers from the greatest levels of crime (both general and alcohol-related) compared to surrounding areas, which is demonstrated in the Cumulative Impact Analysis (Appendix 5 of The Review of the Impact of Licensed Premises in Fallowfield and Withington considered by the Licensing Policy Committee on 19 March 2012). The levels of crime recorded with an alcohol marker have risen annually between 2009 and 2011, of which there is the strongest concentration in the late evening and early hours of the morning. The degree of ASB recorded in the area is also significantly disproportionate compared to the rest of the former B & C policing divisions, since conjoined to form the E Division. Between 2009 and 2011, the average rate of ASB per square kilometre in the E Division was 343 incidents per square kilometre compared to an average of 2180 incidents per square km in Fallowfield. Similarly, ASB levels peak during the late night/early morning, and correlate with the closing times of alcohol-led licensed premises.
- 8.2 The complaints from local residents of anti-social behaviour, received both prior to and in response to the policy consultation, repeatedly cite problems of noise, vandalism and antisocial behaviour from persons going out to and returning from licensed premises, including complaints of pre-loading and drunkenness. Additionally, there was evidence of litter caused as a result,

including discarded alcohol containers and takeaway wrappers in the street. Extra street cleaning services are required in the local area as a result of the disproportionate levels of litter, particularly caused by the high numbers of late night takeaways in Fallowfield. Problems of pre-loading en route to licensed premises persist despite the existence of a Designated Public Place Order for Fallowfield.

- 8.3 Therefore, the policy in Fallowfield aims to prevent further alcohol-related crime and antisocial behaviour arising in the area from the customers of licensed premises (including any premises that might act as a flashpoint), particularly during such hours with higher levels of crime, antisocial behaviour and hours likely to affect the ability of local residents to get a good night's sleep. Additionally, premises that are likely to contribute to litter problems in the area, particularly in relation to pre-loading en route to licensed premises, and hot food takeaway wrappers at the end of the night.
- 8.4 Within the Wilmslow Road area, there are far fewer licensed premises. However, alcohol-related crime has continued to rise between 2009 and 2011. Given the area's direct proximity to Fallowfield as well as having regard to the similar nature of existing premises in Wilmslow Road to those in Fallowfield, it is correct that this area is also covered under the policy. This approach is also strongly supported in the responses received the public consultation, which cite similar problems to those experienced in Fallowfield.
- 8.5 The aims of the policy are to reduce levels of crime and antisocial behaviour with the areas, especially those that are alcohol-related and during the early hours of the morning. The reasons for this approach are set out above and supported by the evidence presented at Appendices 2-10 in the Review of the Impact of Licensed Premises in Fallowfield and Withington considered by the Licensing Policy Committee on 19 March 2012 and responses to the public consultation. These aims will support the Aspirations for our Neighbourhoods as set out in Section 7 of the Council's Statement of Licensing Policy 2011-14.

## 9. Conclusion

- 8.6 The Committee is asked to:
1. Consider the proposed policy approaches detailed in Section 7 of this report and determine the special policy as set out in Appendix 8, subject to any amendments considered appropriate for the promotion of the licensing objectives by the Committee..
  2. Include within the special policy the considerations and reasons of the Committee in reaching its decision in accordance with (1) above.
  3. Recommend to Council that they adopt the special policy, as determined by the Policy Committee in accordance with (1) and (2) above, for incorporation within the Council's Statement of Licensing Policy



4. Recommend that the following areas of land are proposed for inclusion within the special policy area as part of the next review of Licensing Policy:
  - a) The undeveloped land at corner of Egerton Road and Clifton Avenue
5. The land at the rear of the Ram and Shackle including the Ram LodgeRequest officers to undertake an annual review of levels of alcohol-related crime, general crime and antisocial behaviour, in both the special policy area and Withington.

## **9 Contributing to the Community Strategy**

### **(a) Performance of the economy of the region and sub region**

Licensed premises provide a key role as an employer, in regeneration, and in attracting people to the city. The proposed Special Licensing Policy will play an essential role in establishing that only such premises that are able to demonstrate that they shall not add to existing cumulative impact shall be licensed in the special policy areas, which will positively contribution to the economy of the region and sub-region.

### **(b) Reaching full potential in education and employment**

Licensed premises offer employment and training opportunities for local people, particularly those who are young.

### **(c) Individual and collective self-esteem – mutual respect**

### **(d) Neighbourhoods of Choice**

The proposed Special Licensing Policy will play an essential role in establishing only those premises that are able to demonstrate that they shall not add to existing cumulative impact shall be licensed in the affected areas, thereby ensuring the promotion of the licensing objectives, namely the prevention of crime and disorder, the prevention of public nuisance, public safety, and the protection of children from harm

## **10 Key Policies and Considerations**

### **(a) Equal Opportunities (b) Risk Management**

### **(c) Legal Considerations**

10.1 There are no other legal implications to consider.

# GREATER MANCHESTER POLICE - REPRESENTATION

## About You

Name	PC Alan Isherwood
Address including postcode	Manchester Town Hall Extension Lloyd Street Manchester M2 5DB
Contact Email Address	alan.isherwood@gmp.police.uk
Contact Telephone Number	0161 856 6017

## About the Premises

Application Reference No.	LPA 280605
Name of the Premises	<b>Go Local</b>
Address of the premises including postcode	<b>210 Wilmslow Road, Manchester M14 6LF</b>

## Your Representation

Please outline your representation below and continue overleaf. This should describe the likely effect of the grant of the licence on the licensing objectives on and in the vicinity of the premises in question.

Please accept this as formal notification of the Greater Manchester Police objection to the premises licence application in relation to the above premises.

The grounds for the objection are the Prevention of Crime and Disorder and the Prevention of Public Nuisance.

The premises are situated on Wilmslow Road, Fallowfield which is one of the main arterial routes into and out of Manchester City centre.

It is in close proximity to residential properties and is also in an area where there are a large number of bars, public houses, off licenses, late night refreshment outlets and one of the largest student populations in Europe.

Specifically, the application is seeking to allow the provision of alcohol and late-night refreshment until 0000 hours 7 days a week

The Wilmslow Road corridor suffers from littering, noise disturbance and other anti-social behaviour and to allow a further outlet for alcohol in this area is likely to exacerbate these problems and undermine the hard work of the local Neighbourhood Policing Team.

The area where the premises are situated is subject to a Cumulative Impact Policy due to the problems in the area, many of which are noise, littering and anti-social behaviour related.

There is therefore a strong presumption against further alcohol selling premises in this area and GMP can see no reason why this should not be the case with this application. The applicant has not demonstrated how by having another such premises in this area they will not add to the cumulative issues within the area.

MCC's licensing policy states that a genuinely exceptional case would need to be shown. The reasons for this exception should be shown within the operating schedule and must demonstrate that there will be no harm to the licensing objectives, including from departing customers.

While the contents of the operating schedule are a matter for the applicant, where there is objection to a schedule that departs from the Policy, the licensing subcommittee hearing an opposed application will normally expect to be given a good reason for the departure if it is to be asked to make an exception to the Policy.

The effect of the Special Policy is that the Council will refuse applications for a new Premises Licence or Club Premises Certificate, or variation of an existing licence or certificate, whenever it receives relevant representation, unless an applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact already being experienced

Greater Manchester Police would therefore ask that the application be refused.



**Licensing & Out of Hours Compliance Team - Representation**

Name	Stuart Alderson
Job Title	Neighbourhood Compliance Officer
Department	Licensing and Out of Hours Compliance Team
Address	Level 1, Town Hall Extension, Manchester, M60 2LA
Email Address	Stuart.alderson@manchester.gov.uk
Telephone Number	07971384324

**Premise Details**

Application Ref No	M280605
Name of Premises	Go Local
Address	210 Wilmslow Road, Manchester, M14 6LF

**Representation**

Outline your representation regarding the above application below. This representation should describe the likely effect of the grant of the licence/certificate on the licensing objectives and on the vicinity of the premises.

Licensing and out of hours team have assessed the likely impact of the granting of this licence taking into account a number of factors, including the nature of the area in which the premises is located, the hours applied for and any potential risk that the granting of this licence could lead to issues of public nuisance.

This premises is situated close to the centre of one of the largest populations of students in Europe. This concentration of students and the high number of licensed premises within the Fallowfield area means this area suffers from greater levels of crime (both general and alcohol-related) compared to surrounding areas, which was demonstrated in the Cumulative Impact Analysis. Due to this cumulative impact the Fallowfield special policy area was formed and included in the council's statement of licensing policy. Kwik-E-Mart is within this special policy area and as such section 5.7 of the statement of licensing policy 2021-2026 applies (see below).

*5.7 The effect of the Special Policy is that the Council will refuse applications for a new Premises Licence or Club Premises Certificate, or variation of an existing licence or certificate, whenever it receives relevant representation, unless an applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact already being experienced.*

This application does not demonstrate how they will not add to the cumulative impact or specifically deal with the issues that Fallowfield disproportionately suffers from including preloading with drinks enroute to licensed premises, drunkenness, litter from discarded drinks containers and ASB.

*5.10 Applicants in respect of premises located in the geographical area defined above will need to address the implications of the Special Policy in their operating schedule in order to rebut this presumption.*

The applications operating schedule does not address the implications of the Special policy.

Manchester City Councils statement of licensing policy states in the special policy are there be a “Strong presumption against” granting an alcohol licence to an off licence and “A genuinely exceptional case would need to be shown. The reasons for the exception should be shown in the operating schedule, and must demonstrate that there will be no harm to the licensing objectives”

The application does not show a genuinely exceptional case to depart from policy. They do not offer anything unique as there 2 other large convenience stores/off licences, Midway Wines and New Zealand Wines, selling similar products already on the same stretch of Wilmslow Rd.

The application does not comprehensively demonstrate how the premises will not undermine the public nuisance licensing objective.

They have not offered any means of dealing with issues of noise nuisance arising from customers arriving, departing or congregating outside, especially late at night. This is a significant problem in this area. There are residential flats above this shop as well as the other shops in this row and to rear of the shops is a very densely populated residential area (see map below). We are already dealing with a local resident’s noise complaint regarding this premises as well as other noise complaints for neighbouring premises. Increasing the availability of alcohol is likely to compound this issue as well as other issues of ASB.

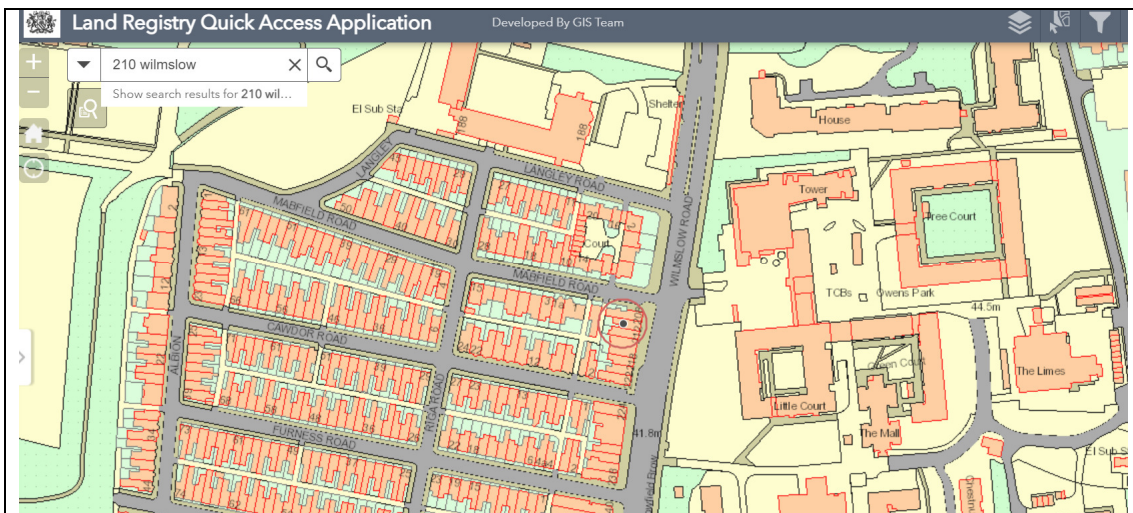
They have offered no plan as to how to prevent issues with on street drinking. They have not addressed how they plan to deal with litter or refuse from their premises, although we have found out that they do have a commercial waste contract. Commercial waste left outside premises overnight for collection is a major cause of night time litter and adds significantly to the cost of street cleaning and should be addressed in the application, but is not.

The lack of detail in the application regarding public safety raises concerns they will undermine this licensing objective.

Procedures are expected to be in place at the premises to initiate 999 calls when an emergency concerning a person’s physical safety is in progress, but nothing like this is offered within the application.

There is no mention of any planning or staff training on how to deal with an emergency or the availability of fire fighting equipment.

There is no mention in the application of any risk assessment having been carried out and whether they intend to employ security. Only from contacting the applicant and asking them have we found out they are planning to employ security.



In conclusion the application has not addressed the special policy or displayed how they will not add to the cumulative impact already being experienced, so there is no reason to depart from the council's policy. Also the lack of detail in the application raises concerns they will undermine the public nuisance and public safety licensing objectives therefore we recommend this application is refused.

Recommendation: Refuse Application

From: [REDACTED]  
Sent: 30 December 2022 05:31  
To: Premises Licensing <Premises.Licensing@manchester.gov.uk>  
Subject: Re: Go Local 210 Wilmslow Road.

Dear [REDACTED]

I confirm this place is open later than 11PM everyday they should have CCTV can be confirmed through.

I do object their Licence application as if they cannot follow Laws and Rules now they will be problem for the Area in future.  
any business which is open after 11PM needs permission to stay open but they donot have and they are open from last few months till 4AM in the morning.

They Also sell Lauging Gas you should do something about that too. Their is takeaway Called OMG right next to them they sell too.

If you need anymore information from me i am here to help

Regards

[REDACTED]

On Wed, Dec 28, 2022 at 11:51 AM Premises Licensing  
<[Premises.Licensing@manchester.gov.uk](mailto:Premises.Licensing@manchester.gov.uk)> wrote:

Dear [REDACTED]

Thank you for your email.

Kwik E Mart MCR Limited have applied for a licence to sell alcohol and supply hot food at 210 Wilmslow Road up to midnight each day.

A licence has not yet been granted so they should not be selling alcohol or supplying food any later than 11pm.

I will pass your email on to our compliance team and ask them to investigate.

Can you please confirm that your email below is an objection to the licence application?

Regards

[REDACTED]

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**From:** [REDACTED]  
**Sent:** 25 December 2022 02:48  
**To:** Premises Licensing <[Premises.Licensing@manchester.gov.uk](mailto:Premises.Licensing@manchester.gov.uk)>  
**Subject:** Go Local 210 Wilmslow Road.

Hi My Dear,  
I have to Bring Some Concerns in your light about the new place being opened in my neighbor hood.  
KWIK E MART  
210 Wilmslow Road  
Fallowfeild Manchester  
M14 6ZU

1st of All My question to you how they are Allowed to open 24 Hours Without permission.  
i have seen them every day open 4AM in the morning. Suronded with students creating problems and making noises ?

I have done bit of research and found out this place is selling all sorts of illegal stuff. Nitrous oxide canisters. smartwhip they have car outside to deliver too. Selling illegal vapes to students without checking ID.

There are Already 4 more Off licences in this area we do not need another one specially who is there on planed crime to sell laughing Gas.

The person who serves behind the counter almost drunk should be check randomly.

Being a local [REDACTED] i would recommend this place should not get licence till Midnight.

They do not have right system in place,  
they do not have commercial rubbish collecting bins using council bins.  
they are creating public nuisance.  
its dangerous for children as they donot have strict policy to sell tobacco products and selling laughing gas, they will sell to underage too.

My eyesight no good, i might have done some writng errors my applogies.

[REDACTED]



**From:** [REDACTED]  
**Sent:** 02 January 2023 19:03  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Cc:** [REDACTED]  
[REDACTED]

**Subject:** Premises Licence (new) 280605/HH1: Go Local, 210 Wilmslow Road, Manchester, M14 6LF, (Fallowfield ward)

Your Ref: Premises Licence (new) 280605/HH1: Go Local, [210 Wilmslow Road, Manchester, M14 6LF, \(Fallowfield ward\)](#)

To whom it may concern;

I am a long-term resident of [REDACTED] and I am objecting to the request for a new off license, with opening hours to sell alcohol 8am until midnight, 7 x days a week at "Go Local", [210 Wilmslow Road, Manchester, M14 6LF, \(Fallowfield ward\)](#)

These premises (210 Wilmslow Road, Manchester, M14 6LF, that is) are situated on Wilmslow Road, Fallowfield, which is one of the main arterial routes into and out of Manchester City centre.

It is in very close proximity to [REDACTED] and local residential properties and is also in an area where there are several bars, public houses & off licenses and one of the largest student populations in Europe.

This new "Go Local" off licence, would be very near the late-night New Zealand Wines off licence which already has an unbelievable small hour 2am licence (granted before the Cumulative Impact Policy was established) We do not need yet another off licence, *at all* (at any opening hour window)

Make no mistake; The "Fallowfield Brow area" (an area encompassing a canopy of 7 x streets. 5 x streets moving South to North & 2 x streets East to West, of which this new Off License "Go Local" lies in the centre of), is now nothing more than a party/club fested, drunken drugged up conurbation, that's really fit for no human life or existence, becoming one giant noise fest; people to and fro, taxis to and fro, shouting, screeching, hollering, yelling, "music" pumping out ad finitum, from early evening until 6am in the morning.

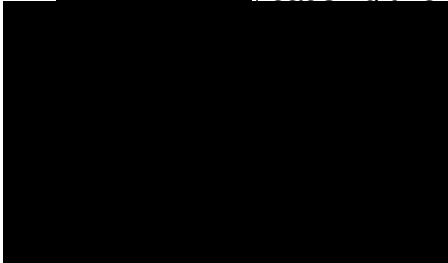
There is a very real danger that this party/club fested, drunken drugged up zombified mass, will descend on these premises with a view to purchasing more alcohol and, highly likely that the area outside the premises will become yet another zone where noisy, inebriated humans (and I use that term loosely) gather to drink alcohol, with people spilling out onto the busy thoroughfare of Wilmslow Road, putting themselves and others at risk. Also, as the area is subject to a Designated Public Place Order it is likely that this order will be breached far more regularly, creating more work for the local police officers.

This will create added noise disturbance which will obviously be extended beyond what is already being suffered by the local residents.

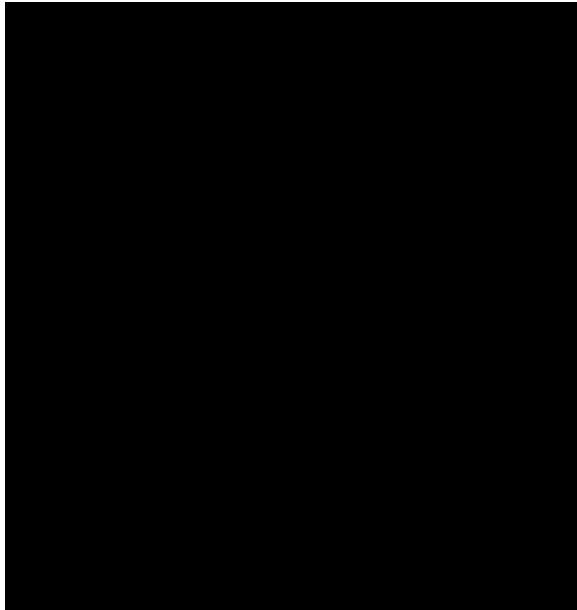
The Wilmslow Road corridor already suffers from begging, street drinking and other alcohol related anti-social behaviour and to allow yet another premises a license to sell alcohol, will undoubtedly exacerbate these problems.

The request for a fresh alcohol licence and late-night opening hours, particularly in the light of what's been happening in the near vicinity in Fallowfield (a murder, serious assaults etc), quite frankly, beggars' belief. Just another cynical, uncaring, feckless outfit then, out to exploit the get down 24/7 party/club zombie liquor saturated wallets and purses that totter around the M14 streets.

In addition, In the [REDACTED] years that I've purchased my car, [REDACTED] it has been "hit/vandalised" 8 x times. Here's one incident and most pertinent to this application; a cctv still of a pair of drunken students smashing into the [REDACTED], causing two huge dents in it [REDACTED]



With all the garbage that pervades the area, we have a rat infestation (in all the years that I've lived here, we've never had that before) I've already spent £42 for a 5 x visit Pest Control event, which was back in October 2022 and now? .. absolutely no surprise at all .. they're back (see picture below from Boxing day in my back yard – 26-12-22) and I'm now booking yet another £42 visit from Pest Control. Garbage from Mr "Go Local" will only add to the overload.



Personally? I am at the very end of my tether in this Fallowfield Brow area; suffering from extreme sleep deprivation, being awoken in the small hours from the transient noise (much of it, created by patrons of drinking emporiums and off licences that provide the liquor of which "Go Local" would be yet another addition to the issues) pervading the streets here and wading through the mountains of garbage, filth, graffiti, herds of drug dealers and rats.

The Wilmslow Road area of Fallowfield has a Cumulative Impact Policy (What this means is that this area has been identified as one in which there is a concentration of licensed premises which is deemed maximum for an area to contain and that the hours in which premises can open and supply alcohol are already at the earliest and latest times acceptable for the area) this extension is only going to add to problems of drunken street noise and nuisance.

Manchester City Council do not create Cumulative Impact Zones lightly and quite frankly, the last thing that the Wilmslow Road/"Brow" area of Fallowfield needs is yet another off licence and becoming a magnet for persons "pre-loading" and "post loading" / going to and leaving, the other establishments in the area and causing further suffering to the local residents.

I would be very grateful if the good members of the committee could consider these points,

Yours sincerely,

[Redacted signature block consisting of five horizontal black bars of varying lengths]



**From:** [REDACTED]  
**Sent:** 02 January 2023 11:19  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Subject:** Fwd: Premises Licence (New) 280605/HH1. Go Local, 210 Wilmslow Road, M14 6LF. Fallowfield Ward.

Hello,

I'm sorry I forgot to add [REDACTED]  
[REDACTED] at the bottom of this email.

Sent from my iPhone

Begin forwarded message:

**From:** [REDACTED]  
**Date:** 2 January 2023 at 10:48:28 GMT  
**To:** Premises Licensing <premises.licensing@manchester.gov.uk>  
**Subject: Premises Licence (New) 280605/HH1. Go Local, 210 Wilmslow Road, M14 6LF. Fallowfield Ward.**

Dear Sirs/Madam,

I am writing on behalf of [REDACTED] Residents Group to object in the strongest terms to the above new licence for alcohol and late opening hours for night time refreshment.

This new convenience store lies in the heart of Fallowfield District Centre's cumulative impact policy area (CIP). The CIP was introduced in 2013 because of evidence which showed that the type and density of licensed premises in the area were negatively impacting on the licensing objectives. The CIP was reviewed and reinstated in 2021 because it was shown that the problems still persist.

The CIP states that there should be no new licences (or variations) within the designated area unless the applicant can show that 'they will not add to the cumulative impact' therefore any risk that a new licence could add to the impact - to whatever degree - should result in the licence application being dismissed in full. This is not a case for compromise.

We note the applicant states that

'the purchase of alcohol is not the intended focus of the business, there is an expectation that alcohol sales will have a limited impact on the area as local people are expected to, on the whole, purchase alcohol along with other products'.

We think that this does not recognise the fact that this area has a highly unusual demographic with a very large transient population including huge numbers of students in the 19 to 21 year old age group. According to research carried out by Wonkhe, in the 2018/19 academic year there were 11,195 students in the M14 6 postcode (i.e. in the immediate locale of this convenience store) and the shop is only metres away from a block of 7 streets known as Fallowfield brow which is home to one of the most densely student populated areas in the city, if not the country. As a consequence, our area has become well known for student house parties and the problems surrounding them (noise, litter and ASB), it is also well known that students often pre-load before going out for an evening and, if there is easy availability, they will often buy more alcohol on their way home which fuels drunken behaviour - inebriated people are often not fastidious when it comes to disposing of takeaway wrappers, cans and bottles and they often make really excessive noise - shouts, screams, singing, sports chants etc. I would like to point out that we are not anti student per se, many local residents were students ourselves, have student aged children, work in the educational sector etc however this behaviour arises because of the huge numbers of young people living away from home for the first time and having easy access to drink/drugs etc here.

The knock on effect of this behaviour is that it impacts on other residents' lives and has been the reason why many (many) long term, vested, (council tax paying) residents have reluctantly moved away and many others talk about being at the very end of their tether.

As long term residents leave, the area becomes even more transient and anonymous... and dangerous. For example Airbnb and other short term accommodation providers have moved in, in addition to the student landlords. Some of these short term stay providers accommodate extremely vulnerable people with complex care needs, including ex alcoholics, the homeless, ex offenders etc and the late night economy on this stretch of road has resulted in it becoming a late night hang out. The core strategy mentions a desire to create 'balanced' and 'sustainable' 'neighbourhoods of choice' and enforcing the CIP is one of the key ways we can work towards achieving this.

Aside from the very obvious distress this ASB causes we have also become increasingly worried by an increase in serious violent crime in the area which often happens in the early hours - in particular the tragic murder of a student in October 2022 who was walking home at 2am after a house party and was stabbed on the

stretch of road where this new convenience store is sited. There was also another violent attack here a few weeks ago and there have been other serious, violent incidents in the last year, including 2 that directly involved residents in our group.

We live in a residential area, NOT a city centre and yet we now have more than 50 late night licensed premises on a stretch of road which is just under 0.4 miles (less than 10 minute's walk). This is a higher density than most town, and even city, centres have and we simply don't have the public resources to police this, especially at the moment. The result is that drunken/drugged up people are often roaming the streets in the early hours, many of whom are young and have a completely false sense of security believing that Fallowfield is 'a student village' and that it is an extension of the Owens' Park Campus. I had a conversation with 2 students at the beginning of the autumn term and they told me exactly that. In this fragile environment, alcohol/drug fuelled arguments can quickly escalate and also criminals can - and do - take advantage. Criminal and ASB figures in central Fallowfield is in fact the reason why we have a Cumulative Impact Policy area.

This area needs to retain and encourage more long term residents to move here, not just to make the area more functional and cared for but also, and very importantly, because long term residents help to keep an area safe. The anonymity and transience here is leading to increased lawlessness and we are not just talking about what some people might think of as 'minor' ASB but also serious criminal offences.

At every residents' meeting I have attended, all these issues are raised... constantly. We therefore ask the applicant to take these matters on board and withdraw this licence application. I realise they perhaps haven't understood the unusual circumstances here because it is so abnormal and extreme. It seems the applicant doesn't view alcohol, or the late opening hours as crucial to their business and it is simply a small 'add on' so it should be possible to run the store without this licence.

If this application isn't withdrawn we urge the panel to reject it in full at the hearing.

A clear message needs to be sent that central Fallowfield is not a free for all and that the CIP is taken seriously and cannot be circumnavigated.

As long term residents, we have seen the problems escalate here over many years and have felt powerless - this has coincided with the rise in the transient population and numbers of licensed premises. Really sadly, when many of us heard of the recent tragic events, we were not surprised and unless and until we see firm action across the board (including the enforcement of the CIP) we will continue to see this.

A final point I would like to highlight relates to definition of our area; Fallowfield. The fact that the original Fallowfield district centre which dates back to Victorian/Edwardian times (and what I have referred to as Central Fallowfield) has been crudely divided into 3 wards (Withington, Old Moat and Fallowfield) means that the stats relating to our neighbourhood are skewed and council officers and councillors have tended not to look at the area - and it's problems - as a whole. I don't think we can ignore this any longer.

Yours faithfully,

██████████

Reference:

<https://www.manchestereveningnews.co.uk/news/greater-manchester-news/university-student-19-centre-fallowfield-25370499.amp>



-

**From:** [REDACTED]  
**Sent:** 29 December 2022 19:18  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Cc:** alan.isherwood <alan.isherwood@gmp.police.uk>; Fraser Swift <fraser.swift@manchester.gov.uk>; [REDACTED]  
**Subject:** Premises Licence (new) 280605/HH1: Go Local, 210 Wilmslow Road, Manchester, M14 6LF, (Fallowfield ward)

Dear Sirs

I am writing on behalf of [REDACTED] as agreed at our meeting on [REDACTED]. We wish to strongly object to the application for an alcohol licence and late night opening hours at 210 Wilmslow Road, M14 6XQ.

The main reason for our objection is that the current number of licensed premises in Fallowfield District Centre (54 licensed premises) already cause residents many problems; in particular in terms of noise, nuisance, littering, criminal damage and anti social behaviour. This is in fact the second objection for an alcohol licence in the last fortnight. Our area has so many licenced premises applications and this puts an onus on residents at a busy time of year. These alcohol related anti-social problems have been going on for years and are so pronounced that a cumulative impact policy zone has been assigned to Fallowfield District Centre to try and prevent further problems. The CIP was introduced in 2013 and remains in place following a review in 2021. The Go Local Convenience store (formerly Kebab King) falls within this CIP zone. Adding another off licence will undoubtedly add to the existing problems.

This premises falls within the M14 6 subpostcode which has a massive student population unlike most other suburbs of Manchester. In 2018/19 there were 11,195 students and this is likely to be higher now due to the expansion of Owen's Park by more than 1000 bedspaces and the intensification of HMOs due to permitted development. The proximity of these premises to so many young people make off licences a real 'go to place' for last minute purchases of alcohol for pre drinks social parties, drinking at bus stops as money saving ways of getting in a few drinks before paying bar prices and of course the infamous Fallowfield house parties which cause much distress to many residents.

We consider that another source of alcohol will definitely add to the cumulative impact. Other nearby off licences have caused problems over many years, including New Zealand Wines (granted a 2am licence before the Cumulative Impact Policy), Gaffs (licence revoked), Fallowfield Convenience Store (licence revoked), Midway Wines granted licence to midnight before CIP, application to extend hours refused in 2019. Examples of problems at some of these premises include:

## **Breaking: New Zealand Wines has been raided by the police and is now under criminal investigation**

<https://thetab.com/uk/manchester/2018/10/07/breaking-new-zealand-wines-has-been-raided-by-the-police-and-is-now-under-criminal-investigation-37430>

## **Police seize nitrous oxide during Wilmslow Road raid**

The premises was reportedly 'openly selling' the drug to local residents

<https://www.manchestereveningnews.co.uk/news/greater-manchester-news/fallowfield-drugs-police-nitrous-oxide-15254084>

## **An ode to Gaffs: the pride and joy of Fallowfield**

<https://thetab.com/uk/manchester/2017/02/28/ode-gaffs-pride-joy-fallowfield-25968>

There are no exceptional reasons given by the applicant to deviate from the cumulative impact policy. policy. MCC Statement of Licensing Policy 2021-2026 recommends refusal ***"The effect of the Special Policy is that the Council will refuse applications for a new Premises Licence or Club Premises Certificate, or variation of an existing licence or certificate, whenever it receives relevant representation, unless an applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact already being experienced"***

We believe that the licensing objectives will be undermined if another off licence is added to the existing licensed premises. Considerable problems exist for residents and relate to public nuisance, crime and disorder and public safety. Everyday occurrences include broken glass on surrounding pavements, vomit, litter and noise from patrons drinking in outside areas. Noise of patrons going to and from premises also creates a lot of sleep disturbance for residents.

Fallowfield has also recently been in the national news following the murder of a student in the early hours of the morning at the end of October 2022. Another serious incident occurred a few days ago when a male in his 40s was assaulted and required surgery. In our experience of living in this area, we know that the consumption of alcohol and drugs exacerbates the problems which create so much anti social behaviour.

## **University student stabbed to death in Fallowfield**

<https://www.independent.co.uk/news/uk/greater-manchester-police-cpr-manchester-crimestoppers-university-b2211285.html>

**Investigation underway as man left needing surgery following 'serious assault'**



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**From:** [REDACTED]

**Sent:** 03 January 2023 12:54

**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>

**Subject:** Premises Licence (new) 280605/HH1: Go Local, 210 Wilmslow Road, Manchester, M14 6LF, (Fallowfield ward)

I am writing as Director of Residential and Sport Services at the University of Manchester to express opposition to the proposed application for the provision of late night entertainment Monday to Sunday from 11pm to midnight and for the supply of alcohol for consumption off the premises from Monday to Sunday from 8am to midnight. I hope this application will be refused on the grounds that this could create additional public nuisance in the area.

The supporting reasons for this objection are as follows:

There are a number of University of Manchester students living in Halls of Residence and private rented sector properties in immediate proximity to these premises. As an institution the University of Manchester works hard to encourage our students to behave responsibly in the local community. To provide students resident in Halls and in the private sector access to a premises serving alcohol for consumption off the premises until midnight would greatly undermine the work undertaken to ensure responsible behaviour. I believe that if the premises were granted this licence to allow the supply of alcohol off premises until midnight would contribute to the problems that exist in the local area surrounding noise, litter and anti-social behaviour. It should be noted that there have been incidents in the immediate vicinity of these premises in recent weeks including the tragic murder of a student and serious assault.

Secondly Fallowfield is in a special Cumulative Impact Policy zone owing to the problems associated with the consumption of alcohol. There is already numerous premises supplying alcohol in Fallowfield for consumption both on and off premises and I do not think that allowing this outlet to supply alcohol in Fallowfield for consumption off the premises is required or desirable.

Thirdly as an institution the University of Manchester is working hard to resolve issues that surround the studentification agenda to promote better community relations. An Off-Campus Student Affairs Officer works hard with other agencies to tackle these issues. A common complaint received from local residents is the problem of anti-social behaviour after students have attended venues. The work that the University has invested in this will be potentially damaged if another outlet within Fallowfield has the capacity to supply alcohol for consumption off the premises until midnight after students will have left other local venues.

In conclusion I would like to emphasise that I am opposed to the granting of this variation to the licence to allow this new licence at these premises for the provision of late night entertainment Monday to Sunday from 11pm to midnight and for the supply of alcohol for consumption off the premises from Monday to Sunday from 8am to midnight. I trust my views will be reported to the Licensing Committee.

Yours sincerely,

[REDACTED]

[REDACTED] Director of Residences & Sport  
The University of Manchester

[REDACTED]

[www.manchester.ac.uk/sport](http://www.manchester.ac.uk/sport) | [www.accommodation.manchester.ac.uk](http://www.accommodation.manchester.ac.uk)